

The

SECRETS



To Don Lapre's

**MOST SUCCESSFUL
CAMPAIGNS!!!**



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This book is dedicated to explaining to you all the incredible details of my most successful placing ads campaign!

Here I was, in my tiny one-bedroom apartment, making what I thought at the time was a lot of money, when my friend Bob came over and said, "Don, you've got to get a 1-900 line. People are making a fortune!!" Well, I was so caught up in my little world of placing tiny ads for different products that I told Bob to leave me alone. I said I wasn't interested. But Bob is a pretty persistent guy and finally I gave in.

It was a turning point in my life that I will never forget! I think the greatest part of a 1-900 line is that, after you get it set up, you don't have to answer calls, you don't have to collect money, you don't have to do anything except advertise and try to get as many people as you can to pick up the phone and dial your 1-900 line. Companies, called service bureaus do all the technical work for you.

My 1-900 business has grown so large that I now own my own service bureau that I use exclusively to service my making money students. If you have any questions through this manual, please give my 1-900 specialists a call at my office (1-800-800-2451). They will explain everything in detail. It's a fantastic business and it's very affordable to set up. Give my office a call and learn how easy it is to get started!

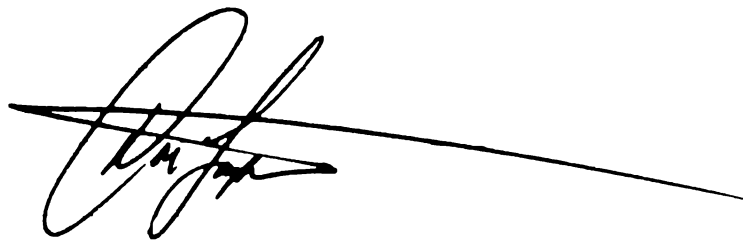
A handwritten signature in black ink, appearing to be 'Don', with a long horizontal line extending to the right.

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Introduction

It seems that every time you turn on the television, there's another advertisement for a 900 number service. That makes one wonder! That maybe there's gold in them there hills!



Here is the exciting part.

The 900 number business is never going to go away. After reading this manual, you will understand how to set up your own 1-900 business. The most exciting thing about your own 900 line is that, after you get it set up, your entire job is to do nothing more than to advertise your 900 number and track your calls and your advertising!

Almost everyone has a telephone!! That can make you a lot of money!!

What is a
900 Number?

Unlike an 800 number, which provides free information and services, a 900 number charges you a fee on your phone bill, usually for the amount of time you spend listening to that line. The per-minute charges can vary from \$1 per minute to \$5 per minute. Some charge a single cost per call, which can be almost any amount.



900 number facts:

- ☒ 900 numbers provide all kinds of information, entertainment, and services for which people are willing to pay. When you own a 900 number, the profits you make on the line are shared in an agreement with you and the phone company. If you have a service bureau answer all the calls for you, you will have to pay them a tiny amount out of what you collect from the 900 calls.
- ☒ 900 numbers were first created in 1980 for ABC-TV during the Reagan/Carter debates. During that time, 900 numbers totaled over 500,000 calls.
- ☒ 900 numbers, for informational use, came in 1982 when NASA started an information line for updates concerning the space shuttle flights. It wasn't long before national companies realized the opportunities available in 900 service.
- ☒ Perhaps the most successful use of 900 number services was Johnson & Johnson's 900 line which provided important information during the Tylenol scare. Millions of people called the line for lifesaving information. As a result, the reputation of an entire product line was saved.



☒ The 900 number also saw increasing use as a form of entertainment. People could call and hear a daily message from a favorite star, an astrologer, or hear a song, joke, or story.

☒ A real breakthrough came in 1987 when Telesphere, a 900 number service bureau, completed the first coast-to-coast interactive 900 call. This meant that anyone, anywhere could now provide information to anyone in the country, regardless of their location. At that point, the 900 business just took off. Almost any service you could imagine became available over the phone.

☒ Later in this manual, we'll give you some of the many lines that are out there. But the limit is really as wide as your imagination.

All legitimate, above-board 900 numbers have one thing in common: no matter where you see the 900 number advertised, the price of the call is always displayed in both broadcast and print advertisements.

If you ever see a 900 ad that does not have a cost per minute or cost per call: do not make the phone call. It should always be displayed in the ad!

Examples of My 900 Numbers

Examples of My 900 Number Ads

Here are four examples of my 900 number ads. Each ad is for a different 900 number service (there are many more types of 900 lines out there).

If you call these numbers, you will be charged, but it's worth the small investment to call and see how these numbers work. Have fun!

The 1-900 Dateline!!

CALL

1-900-835-7400

Ext. 9999

\$2.⁹⁹ per min.

Must be 18 years or older.

Procall Co. 602-954-7420

Listen to single guys and gals
looking to meet someone like

YOU!!

The Live Chatline!

Gorgeous Women!

Talk to them LIVE!!

1-900-476-9494

Ext. 9999

\$3.⁹⁹ per min.

Must be 18 years or older.

Procall Co.

602-954-7420

Talk to Live Psychics!!

Love, Money, Know Your Future

Talk Live One-On-One NOW!!!

1-900-267-8888

Ext. 9999

\$3.⁹⁹ per min.

Must be 18 years or older.

Procall Co.

602-954-7420

Call the

INTERNET SECRETS LINE!

Learn How To Do Things With Your
Internet Connection That You Never
Thought Possible!

1-900-454-6777

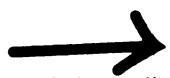
Ext. 9999

\$2.⁹⁹ per min.

Must be 18 years or older.

Procall Co. **602-954-7420**

How do I get a
900 number?



There are two options to getting set up with your own 900 number. You can call MCI or AT&T to get set up with a 900 line, but you will have to send that line to your business or your own computer (if it can handle calls), or you can send it to a service bureau that has all the phone and computer equipment and the services already in place to handle all your calls for a small fee.

The second way to get set up with your own 900 number is to just call a service bureau first. They will usually set you up immediately with a 900 number and it may be cheaper for you that way.

The cost for getting set up with your own 900 number business is anywhere from \$500.00 to \$3000.00 plus advertising. However, if you call my office, we can set you up with 900 programs that are very affordable and you'll have a team that will be there to answer any questions you have. You could get set up in just a couple of days by calling my office and speaking to a representative.



Be sure to ask them about my risk free may to advertise!! My office number if you would like to call is: (800) 800-2451. I would love to set you up with a 1-900 program that gets you excited!!

What are
my costs?

Costs will vary depending on the carrier or service bureau from which you choose to obtain your 900 number. You'll find that service bureaus will give you the lowest overall cost, while the long-distance carriers will have the highest costs. Exact costs will vary depending on the type of line you choose and the number of calls it can carry.

The typical costs associated with setting up a 900 number include the following:

- ☒ 1. Line setup.
- ☒ 2. Monthly charges.
- ☒ 3. Service bureau monthly charges.
- ☒ 4. Equipment & software development charges.

Let's review these charges—

	Most Service Bureaus	My Service Bureau
Line set up fee	Yes	Yes
Monthly Charge	Yes	No
Service Bureau Monthly Charge	Yes	No
Equipment & Software Development Charge	Yes	No

1) Line Setup

If you choose an established service bureau, they may have lines available and waiting for takers. They'll help you set up shop and you're on your way. The company will, however, make money from you on all the calls that come in. You will have to negotiate with them on that rate. It can be as low as 8 cents a minute for programs that are automated (that means for programs that the computers can take all the calls from, beginning to end, automatically).

2) Monthly (carrier) charges

AT&T monthly charges include "Transport Charges", ranging from 31.2 cents, to 33.8 cents per minute. This is an access fee for bringing the 900 number from the AT&T central office to your location. In addition, AT&T charges between 10% and 15% of the monies due you for billing and collection.

3) Service bureau monthly fees

The service bureau you choose can charge you a monthly fee similar to the long-distance carrier fee. That fee is worked out between you and the service bureau. Many service bureaus will charge around \$500.⁰⁰ a month whether you generate any 900 calls on your line or not. You won't have any monthly fees whatsoever if you decide to set up your own 1-900 business through my service bureau.

4) Equipment and Software

If you set up your 900 number through one of the long distance carriers and you plan to provide several options for callers, you will need access to specialized interactive computer equipment as well as software that may or may not need to be designed for your specific needs. This equipment can be expensive and you will want to seek out a provider. Your long distance company should be able to point you in the right direction. Once again, think about using a service bureau. It's a lot cheaper because they've already paid for the equipment.

** All fees quoted are only "approximate fees" based on the best available information as of February 1997 and are subject to change without notice.*

Unless you have that one-in-a-million idea that's guaranteed to have the phones ringing off the hook, you should seriously consider using a service bureau where the start-up costs usually won't exceed 10% - 20% of those charges you would incur doing it on your own.

As the originator of a 900 number, you will receive the major share of every dollar you make on your line(s). However, the phone company will bill you for three basic charges:



Transport charges: The charge for using their computers, lines and switches. These costs will vary with each carrier or service bureau, so you'll want to shop around.



Billing and collection: The industry standard is 10% of the gross amount. AT&T charges between 10 and 15 percent; so once again, you'll want to shop around.



Charge backs: On calls that are disputed by the customer, the phone company usually deducts the entire cost of the call from the customer's bill and that would be reflected on your monthly statement.



A list of service bureaus is available by writing to me and asking for it. Before you pick any service bureau, call the one(s) you're interested in and check on the following:

- A. *How long have they been in business?*
- B. *What are the capabilities of the programs they can offer you?*
- C. *Do they have factoring? (Discussed later in this manual.) This means advancing you funds that are due to come to you from the phone company for a tiny fee of around 5%. If you call our service bureau, you will learn that we have no monthly fees and, after 30 days, you will get a check each week for all the calls you receive. Our number is (800) 800-2451. This service bureau was designed to save you hundreds of dollars when starting up your own 900 business. You can use other service bureaus, but they may charge more.*
- D. *What are their fees? Be sure to ask about monthly fees.*
- E. *How reliable are they?*

My service bureau is the
best for new people
starting out-not
wanting to spend a lot!!
1-800-800-2451
Be sure to ask
about my risk free
way to advertise!!!

How do I advertise my lines?

INCREDIBLE!!!
Call Don right now
to find out how to
advertise your
900 business
RISK FREE!!!
1-800-800-2451

Once you have your 900 line set up, you need to tell people about it so they'll call. The amount of money you spend on advertising is entirely your decision. There are many ways to advertise a 900 number. The following are just two of the hundreds of ways you could use!!!



1. Place a classified ad in the newspaper

Classified ads can be cheap and very effective. Take a look in your own newspaper at the number of 900 numbers advertised in the classified section.

You'll notice that all the ads have similarities: the phone number is prominently displayed and the cost per call or cost per minute is printed in smaller but readable type somewhere in the ad. Your newspaper will also have other regulations that you'll need to follow. These regulations may vary by region or from newspaper to newspaper.

If you look at a newspaper and there are a lot of 900 ads running, it means that they could be making those people money especially if you see the same exact ads week after week. Be careful and start small because it may also mean there are too many ads out there. There are hundreds of other ways to promote your 1-900 line than just newsprint. Get very creative and try different things!!



2. Make your own television commercial!!!

(But it can be expensive)

This is an exciting way to promote your line. The length of your commercial is up to you. It largely depends on the budget you have to produce the commercial and how long it takes to get the message out to the audience.

Commercials are usually 30 to 60 seconds in length, however, it's not uncommon in this business to make a two-minute commercial or even a 30-minute "infomercial," if your product has the appeal to hold viewers interest that long.

To be sure your commercial is done properly, have a professional production company write and produce your ad. A professionally produced program can mean the difference between your ad failing to make its mark or having your commercial make thousands of dollars of profit for you. There are probably dozens of such companies in your area, but before you contract with any of them, you need to check them out carefully.

Even if you produce a television ad yourself there is one thing to remember: You MUST put a disclaimer under your phone number saying that the caller must be 18 years of age. Also the cost of the call must be prominently displayed underneath the phone number. This must appear every time you put the phone number on the screen.

Many states (and even individual TV stations) have stringent rules for approving and airing 900 commercials. It would be impossible to list them all here. As a starting point, call your local TV stations and ask them about their policies for airing 900 commercials.

You will also want to ask your phone company or service bureau about the most recent changes and additions to the laws and policies governing 900 lines.

Of course, there are many other ways to advertise your 900 line. Use your creativity and think of fun, unusual ways to get your 900 number ads in front of new prospective callers.



Some other possible ways to advertise a 900 number include:

Direct Mail, Matchbook Covers, Billboards and Buses, Taxi Cabs, Radio, Telephone Books, Magazines, Bumper Stickers, Flyers, Telemarketing, Cups, Magnets, Stationery, Calendars, etc. The list goes on and on and on!!!

Call now to find
out how to get
your own 1-900
TV Commercial
FREE!!!
\$180 Value

1-900 Risk Free
Advertising
Tips!!
1-800-800-2451

✓ Rules and Regulations



Like any new growing industry, the first few years of 900 service were marred by confusion and speculation as to what was a legitimate service, charge, length of call and obligation to the caller.

Understandably, a wide variety of groups, especially parents surprised by large phone bills run up by curious kids, called on the government to come up with some rules and regulations for the 900 industry. Your phone company or service bureau can give you the most updated information. All you need to do is ask.

Most 900 number providers now start all recorded calls with a preamble. A preamble is a 15-second disclaimer that tells who you are, what the caller will receive from calling (such as the name of the line, if it explains the call), how much the call costs and that the caller must be 18 years of age to use the line. For example, if I had an employment opportunity line, my preamble might say, "You're calling the income opportunity line for Procall Company. I'm Don Lapre. The cost for this call is \$2.99 per minute. You must be 18 years of age to call this line."

At this point, your caller has an additional three seconds (a total of 18 seconds) to hang up. These three seconds are usually filled up by the beginning of the program. In other words, it's not required to have three seconds of silence before the program begins.

When you advertise your 1-900 line, you must include in your ad:

- #1) The cost of the call.
- #2) Your company name.
- #3) A customer service number (with area code).
- #4) "Must be 18 years or older."

Explained in Chapter 10



If you choose to get a 1-900 program set up through my service bureau, we will give you sample ads so you know exactly what you need to have in your ad!

1-900 Risk Free
Advertising
Tips!!
1-800-800-2451

What is factoring?

One of the best advantages to using a service bureau is that you can get your money for your 900 calls a lot more quickly than you would through one of the long distance companies. This is done through a process called factoring.

Here's how it works. When you operate your 900 line through a phone company, your calls are tabulated through the 25th of any given month. You don't receive your money from the phone company until the end of the following month.

But wait a minute. You might be thinking "I have newspaper and TV ads to buy and bills to pay. If I have to wait for the money, I stop advertising. If I stop advertising, my line dies. What am I going to do during that time when there's no money coming in? How am I going to stay afloat while I'm waiting for that first month's revenue?"

That's the beauty of using a service bureau. They know how many calls you're getting. So they can make a good estimate as to how much money you're going to receive for the month and advance you that money until the phone company pays them. Anything left over is paid to you in the end.

The service bureau will probably charge you a small amount of interest for advancing you the money, but believe me, it's worth it.

*That's what factoring is all about—keeping the lines alive so everyone
benefits and makes even more money.*

No Monthly Fees!!

Get set-up with your
very own 1-900
business through
Don Lapre's office,
and receive a check
every week for all the
calls you generate!!

1-800-800-2451

Where do I
get my 900
numbers?

The only two phone companies I know of, that offer 900 lines, are AT&T and MCI.

You should know that if you do not use a service bureau to handle your calls, it's up to you to determine which of these two long distance companies will provide the lines. Based on my experience with them, they are both great companies with which to work!

What service should I offer?



How big is your imagination? There's no copyright on most 900 number ideas, so it's no sin to borrow an idea from an already successful line and add your own touches to it. The following page lists just a few samples of the types of lines available now.

<i>Psychic</i>	<i>Soap operas</i>	<i>Astrology</i>	<i>Health tips</i>
<i>Skiing</i>	<i>Reports</i>	<i>Boxing</i>	<i>Fishing</i>
<i>Fund raising</i>	<i>Tarot</i>	<i>Classifieds</i>	<i>Travel info</i>
<i>Trivia</i>	<i>Real estate</i>	<i>Religion</i>	<i>Horses</i>
<i>Employment</i>	<i>Lottery</i>	<i>Polling</i>	<i>Legal news</i>
<i>Credit</i>	<i>Gaming</i>	<i>Joke lines</i>	<i>Weather</i>
<i>Catalog shopping</i>	<i>Confessions</i>	<i>Recipe lines</i>	<i>Las Vegas</i>
<i>Gay lines</i>	<i>Horoscopes</i>	<i>Live lines</i>	<i>Govt. info</i>
<i>Sports</i>	<i>Date lines</i>	<i>Fantasy</i>	<i>Contests</i>

Or anything else you can think of! My personal success with 900 numbers came with date lines, live chat lines and Buying & Selling opportunity lines; but there are so many others that have made money—who knows, maybe your idea is the one that could make you rich!

Don's Service Bureau
is set-up to handle
all your 1-900
business needs. Call
today for free
consultation!

1-800-800 2451

Be sure to ask about
Don's risk free way to
advertise!!

Step-by-Step Guide

29



1

Call our office at (800) 800-2451 to hear about our 1-900 programs and decide which 1-900 programs you want to set up or how you can get a list of other service bureaus so you can get set up with them.

2

Decide how much you want to spend each week testing your advertising. Start creating your ads and get excited!! If you get set up with our service bureau, you can get a membership to the Advertising Network that will help you with your advertising questions!!

3

Don't forget to keep it fun. Every day you can call your call count machine at the service bureau and see how many calls you've received and how much money you've generated!!!

4

My representatives are standing by to explain my risk free way to advertise your 1-900 program. Call right now! You won't believe your ears!!
1-800-800-2451

Customer Service

If you get your own 900 line set up with, let's say, the phone company, you will need to get a regular phone number and make that your customer service number. You will place that number in all your 1-900 ads because it's a rule when having a 1-900 number advertised. Hook up a voice mailbox to your customer service number so you can check it and answer any problems people might have when dialing your 900 number. It really acts as a good tool for you to know if something is wrong with your 1-900 line.

If you choose to set up a 1-900 program through my office, the nice thing is that we take care of the customer service number for you. In case you need our set up line again, the number is (800) 800-2451.

✓ Helpful Hints

Here are some simple hints that have helped me see success in the 900

number business. They could help you too!



Don't be afraid to charge a fair price for your calls. You may get as many calls at \$3 per minute as you would at \$2 per minute.



Always answer your customer service calls unless you have a 1-900 program set up through my service bureau.



Check your line often to make sure it's working properly.



Start advertising your line in the most suitable places to reach the right audience. Test it with tiny dollars when you're first starting out.



Make sure your advertising is not misleading.



If you want to know what's working for other people, start looking at all the advertising that's out there now.



When you start testing your ads, keep track of which ones work well and which ones don't. Go slowly and have fun!!

Advertising Tips

The key to success in any business is advertising, yet there are thousands and thousands of new businesses started up each week across America by individuals who know absolutely nothing about advertising.

While it is impossible to teach you all there is to know about advertising in this manual, I can give you some little known tips that should help with your advertising whether you're promoting a 900 business or an appliance repair shop.

→ *Under no circumstances should you throw large amounts of advertising into any new business unless you happen to be an expert in the field of advertising or unless, for some reason known only to you, you know without a doubt that the money you spend will produce results.*

It's not uncommon for people who are starting on a new business venture to let their excitement of the moment rule over sound judgement. In all of your advertising, be conservative in the beginning. Once you've found an advertising approach that really works, then you can go all out. In other words, let your logic rule instead of your heart.

Shop around for the best price. When it comes to a business purchase, you want to do exactly as you would if you were making a personal purchase (e.g. a car) and that is—shop for the best price. Like any other

business, advertisers have their competitors and that makes it good for you.



Remember, if some advertisement was profitable when spending \$100 for the ad, imagine if you only spent \$40 for the same ad!!

Don't tell others you're just starting your business. That's a clue to them that you may be somewhat naive and opens the door to their taking advantage of your lack of experience. The best bet? Let them do all the talking. When you call a particular advertiser, whether it's a newspaper, radio, television, or whatever, know what questions you want answered, ask those questions, and make no commitments until after you've had time to think through your options.



Watch out for gimmicks. When you're looking for ways to advertise, you may find that you're approached with offers to advertise your product, service, or 900 line in some unique fashion. Sometimes it may be a map (with your ad on it) that's distributed by the Chamber of Commerce. At other times, it may be a direct mail firm soliciting your business for coupon advertising. Some of this advertising may work incredibly well, while some of it may not work at all. Just test with small dollars when you're starting out!!

Whatever it is, take the time to carefully think it through. Will this type of advertising reach the people you want to reach? Is this type of advertising going to be read or will it be ignored and discarded? Before you commit—think it through. It's your money and you don't want to throw it away.

Make sure you read and understand the entire *Small Ads, Big Profits Manual*. Even if you choose not to advertise in newsprint, it will teach you incredible techniques on creating any ad and how to get much better results!!

Get paid weekly for all
your 900 calls!!
Talk directly to
our 900 Set-Up
Department
And get started
today!!!

Call NOW

at (800) 800-2451

and we will show you how to advertise risk free!!!

It's so much fun!!

Notes



L23